

REGIONAL QUALITY AWARD IN THE HOSPITAL IMPROVEMENT ASPECT

Abstract: The chapter discusses the quality awards in aspect of company's market success on the stationary health care.

Key words: EFQM model, competition, model, European Quality Award, Polish Quality Award, Regional Quality Award.

6.1. Introduction to the awards

Quality Award gives companies the opportunity to compete in terms the pursuit of European Quality Award. It can be distinguished Regional Quality Award (RQA), Polish Quality Award (RQA) and European Quality Award (EQA).

The share of enterprises in quality prize money starts with self-assessment based on the EFQM model. In Poland there came into being an agency of the European Foundation of Quality Management (EFQM)- the National Partner Organization (NPO)- created by three leading and closely co-operating with one another national organizations:

The Polish Centre of Testing and Certification (PCTC SA), the National Economic Chamber (NEC), and Umbrella Association of Consultants.

The mission of NPO is to stimulate and support Polish organizations in their efforts to attain excellence.

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6.2. Regional Quality Award characteristic

The aim of establishing Regional Quality Awards was to publicize the idea of the competition on the territory of all the provinces and, at the same time, to enable enterprises and organizations to participate in the Polish Quality Award competition. Engagement of the regional chambers of commerce, province governors and local self-governments was to be of help in these activities (ROSAK-SZYROCKA J. 2012).

Regional Quality Awards are a form of competition that contributes to the promotion and implementation of a modern conception of the enterprise management in the region, prepares the enterprise for an active cooperation within the framework of EU and hardens it towards competition. Quality Awards allow active cooperation, integration and enlargement of the environments specializing in quality issues, and also engagement of the regional self-governments and administration authorities in those problems.

The aim of the Regional Quality Awards is to select the best companies/ enterprises/organizations in the range of quality management from among all the participants. Winners and distinguished participants can contest for the laurels of the PQA.

The goals of the quality competitions are the following:

- promotion of a modern conception of management by quality,
- introduction of the concept of continuous improvement of management in companies,
- extending the philosophy of management by quality through the engagement of province and commune self-governments in that promotion,
- popularization of pro-qualitative thinking among the personnel of industrial enterprises,
- paying attention to the necessity of maintaining permanent contacts with province governments and self-government organizations,
- disseminating to enterprises the information on modern methods of management that are implemented in leading world companies.

Quality awards permits to formulate clear and concrete aims, stimulates the interest of employees and causes that they feel much prouder of themselves, their professional work and organization.

The intention of the committee of the Polish Quality Award is that the winners and distinction holders in subsequent editions of the regional competitions take part in the all-polish quality competition, while the winners and distinction holders of the Polish Quality Award competition take part in the European Quality Award. This provides an opportunity for Polish enterprises to compare their successes not only on the regional scale but also on the all-Polish and European scale. That, in turn, contributes to the improvement of the level of management of Polish enterprises and production of articles and services at the world level of quality. There are organized fourteen regional editions of quality awards at present. These are:

1. *The West Pomeranian Quality Award.*
2. *The Silesian Quality Award.*
3. *The Lower Silesian Quality Award.*
4. *The Little Poland Quality Award.*
5. *The Świętokrzyska Quality Award.*
6. *The Under Carpathians Quality Award.*
7. *The Kujawy – Pomeranian Quality Award.*
8. *The Wielkopolska Quality Award.*
9. *The Lublin Quality Award.*
10. *The Lubuska Quality Award.*
11. *The Warmia and Masuria Quality Award.*
12. *The Opole Quality Award.*
13. *The Łódź Quality Award.*
14. *The Pomerian Quality Award – the Award is in preparation.*

The Province that does not have its competitions is Podlaskie. Regional Quality Awards are granted to enterprises annually in 3 categories:

- **Team awards** - are given to the enterprises, which through the implementation of management by quality (Total Quality

Management- TQM) brought about the increase of satisfaction of customers, workers and persons connected with the enterprise for the last few years (e. g. co-operators, suppliers, owners, etc.) and achieved a significant improvement of the quality of work, processes, systems, services and a market success.

- **Individual awards** - are granted to the persons who made a distinguishing contribution to the elaboration of the TQM theory in Poland or the elaboration of the system of management by quality in the enterprise, or made a significant contribution in the scope of training both in the practical and theoretical sense.
- **Polish honorable quality awards** - can be granted to persons and teams for special contribution to the development of quality in Poland. Each group can be divided into sub-groups according to the size of the enterprise or kind of run activity.

In the figure 6.1 was showed number of laureates and distinctions of Mazowiecka Quality Award in the years 1998-2012. From the Figure 1 it is possible to see that the greatest number of laureates was in 2005 (7). It is important to notice that in 2009 there were no laureates as well as no distinctions.

In the Figure 6.2 was showed number of laureates of Dolnośląska Quality Award in the eight following editions. From the Figure 6.2 it is possible to see that the greatest number of laureates was in the second edition of the quality award.

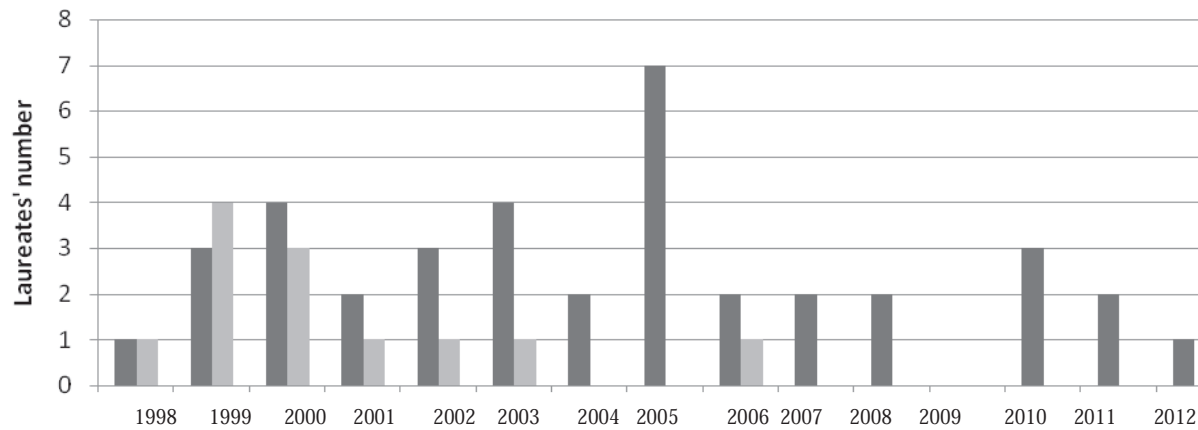


Fig. 6.1. Number of laureates and distinctions of Mazowiecka Quality Award in the years 1998-2012.

Source: <http://www.nni.pl/pl.akt-8.57.Sekretariat-Konkursu-Mazowieckiej-Nagrody-Iakosci.html>

■ Laureates ■ Distinctions

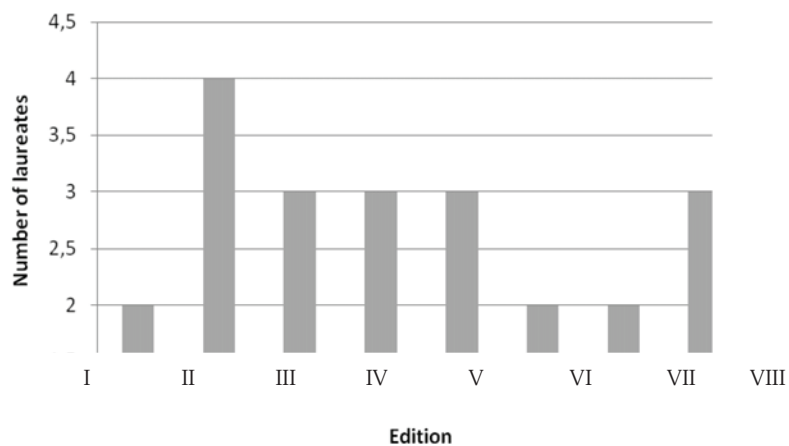


Fig. 6.2. Number of laureates of Dolnośląska Quality Award in the eight following editions.

Source: www.not.pl/dnj.html

In the Figure 6.3 it was showed as an example number of laureates of Śląska quality award in the fourteen following editions. It is possible to see from the figure 3 that the greatest number of laureates of the quality award was in the X (8 companies reached the laureate title) edition as well in the VI and XI edition where 7 companies reached the title of laureates.

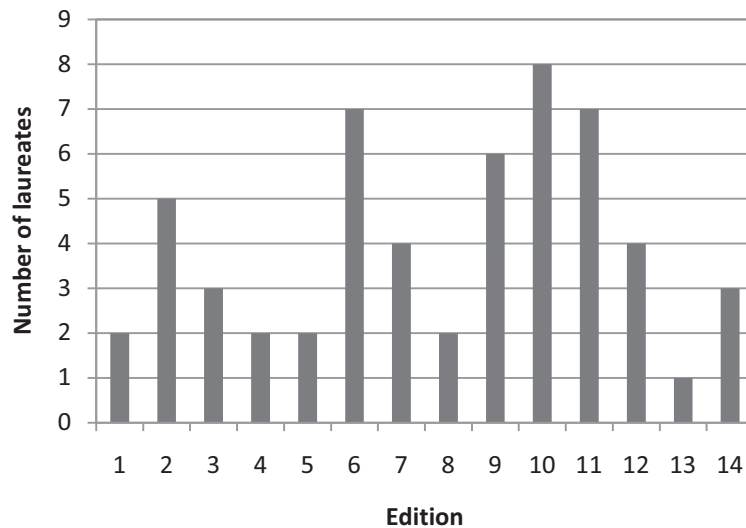


Fig. 6.3. Number of laureates of Śląska Quality Award in the fourteen following editions.

Source: www.snj.pl

6.3. Polish Quality Award

Polish Quality Award – (PQA) is granted to enterprises for initiation of the TQM philosophy, that is Management by Quality. The first edition of PQA took place in 1995 year. The basic purpose of the model is to provide a simple and easy to use tool of assessment that makes it possible to carry out self-assessment of the organization of the public administration sector in the whole Europe (Borkowski S., Rosak-Szyrocka J. 2009). A paradigm for PQA is the model of the European Quality Award (EQA). The model contains basic elements of the EFQM Excellence Model. Self-assessment is done in accordance the questionnaire drawn up on the basis of nine criteria model PQA. It allows to make a comprehensive review the functioning of the organization with respect a

fixed reference database used by organizations. Figure 4 shows the number of companies that are PQA winners in 2005-2012. It can be seen from the figure 5 that the largest number of companies that were the winners of PQA was in 2009 (7 companies). However, the smallest number of companies who were the winners of PQA took place in 2008 (4 companies).

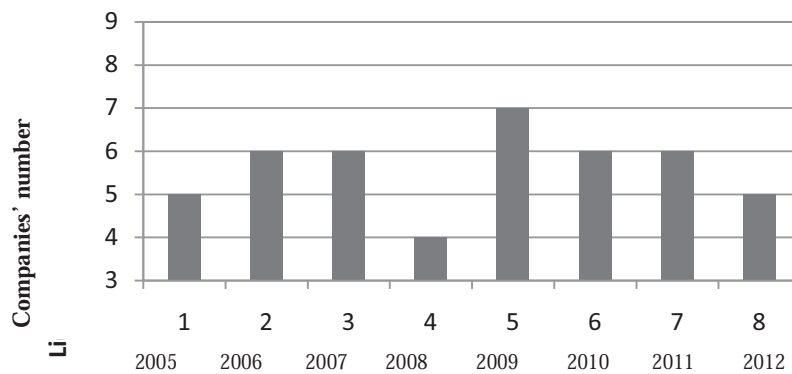


Fig. 6. 4. Number of companies that are PQA winners in 2005-2012.

Source: www.pnj.pl

6.4. European Quality Award

The European Quality Prize (EQP) is awarded to the best organizations on the European scale. Prizewinners are an example for other organizations in the scope of excellence management.

The European Quality Award is a rigorous and demanding competition, designed for organizations or agencies, which are viewed as a model for national and European levels, which have a five-year history of continuous improvement. The award is based on the EFQM Excellence Model, which is also used as the basis for many national and regional quality awards. Competition for the European Quality Award demands

elaboration of a detailed application form. This document is assessed and points are awarded by associate judges of EFQM. Any organization that is the European Quality Award finalist has the right to be very proud of their achievements. It certainly can serve as a model of European excellence and join the exclusive club that includes the most prestigious European companies. The program provides public recognition of the achievements of all kinds of organizations to improve and encourage the continued use of the EFQM model. For organizations, in addition to the importance of marketing, awards are a good way to motivate and engage employees and encourage them to systematic improvement in the organization. They provide an opportunity for learning and training. Indicate the steps to improve and allow to demonstrate the progress employees, suppliers and customers.

The following are examples European Quality Award winners are:

- **In the category of large companies - Bosch Sanayi ve Ticaret A.Ş. - Bursa Diesel Systems Plant in Turkey** - an important part of this satynowi Bosch Group production network. Exports 95% of its production and is a major center of excellence in the field of diesel injection systems as part of Bosch. Bursa Diesel Systems Plant (BDSP) is a company focused on customer needsa reliable approach to improve the participation of all employees. BDSP received the European Quality Award for the second time, so it is unquestionably an organization model in terms of excellence in business.
- **In the category of small and medium-sized public sector organizations - Council for the Curriculum, Examinations and Assessment (CCEA)** - organization this is a role model for the development of the educational system of the XXI century in Europe.
- **In the category of small and medium-sized enterprises - Bursagaz** - the biggest private gas distributor in Turkey. Council of Experts stressed EFQM complete integration strategy of the organization to the management of the processes and consistently achieved good results. Bursagaz is also an example of a successful transformation of public sector organizations in a private company.

6.5. Summary

A new economic situation, in which Polish firms found themselves at the beginning of 1990's demanded from them the necessity to work out a new vision, strategy and policy and to undertake a complex reconstruction of management systems. Competing for the Award brings European organizations numerous advantages because it is prestigious, and winners and distinction holders gain definite authorizations. The process of submitting an application gives an opportunity for impartial, external evaluation of the position held by a particular organization in the light of the EFQM Excellence Model. Competing for the Award makes it possible to identify the way leading to continuous improvement of the activity. It permits to formulate clear and concrete aims, stimulates the interest of employees and causes that they feel much prouder of themselves, their professional work and organization (<http://www.centrumwiedzy.edu.pl>).

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